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May 12, 2009

AGENDA ITEM 3a

TO: MEMBERS OF THE HEALTH BENEFITS COMMITTEE

- I. **SUBJECT:** Strategic Health Communications – Quarterly Update
- II. **PROGRAM:** Office of Public Affairs, Health Benefits Branch
- III. **RECOMMENDATION:** Information Only
- IV. **BACKGROUND:**

At the February 2009 Health Benefits Committee meeting, the Office of Public Affairs (PAOF) and Health Benefits Branch (HBB) presented to the Committee the communication plan for a 12-month education campaign on CalPERS health care trends and costs. The goal of this campaign is to increase awareness and educate members about how the health care decisions they make can impact their own health and the cost of care. PAOF is implementing the communication plan based on data received from CalPERS Health Care Decision Support System (HCDSS), as analyzed by HBB and presented to the Committee each month.

“Be well, and well informed”

The official theme of the campaign is “Be well, and well informed.” PAOF has developed a visual treatment in support of this theme, and will be leveraging that identity throughout all of our printed and online education materials.

Member and Employer Outreach

To formally launch the educational campaign, we are developing a number of communication materials for members and employers. These include:

Member Outreach

- Unique URL (www.calpers.ca.gov/bewellinformed)
- Special landing page on CalPERS On-Line to educate members and reinforce visual identity, key messages
- Targeted flyers to highlight data findings and provide members with action steps to get and stay healthy, and help us keep costs down

- Targeted outreach to member organizations
- PERSpective, InCalPERS, eNews, Open Enrollment Newsletter articles
- My|CalPERS graphic ads

Employer Outreach

- Worksite posters
- Employer News articles
- Employer eBulletin items
- Educational Forum handouts, flyers

V. STRATEGIC PLAN:

This item supports CalPERS Strategic Plan Goal I0 – “Develop and administer quality, sustainable health benefit programs that are responsive to, and valued by, enrollees and employers” and Strategic Plan Goal 11 – “Promote the ability of members and employers to make informed decisions resulting in improved lifestyle choices and improved health outcomes.”

VI. RESULTS/COSTS:

The CalPERS costs associated with this item are included in the annual budget of the HBB.

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